

GOOGLE :  
GOOGLE PLAY

# OBJECTIVE

Provide impact and scale to increase awareness of Google Play.  
Showcase brand video asset

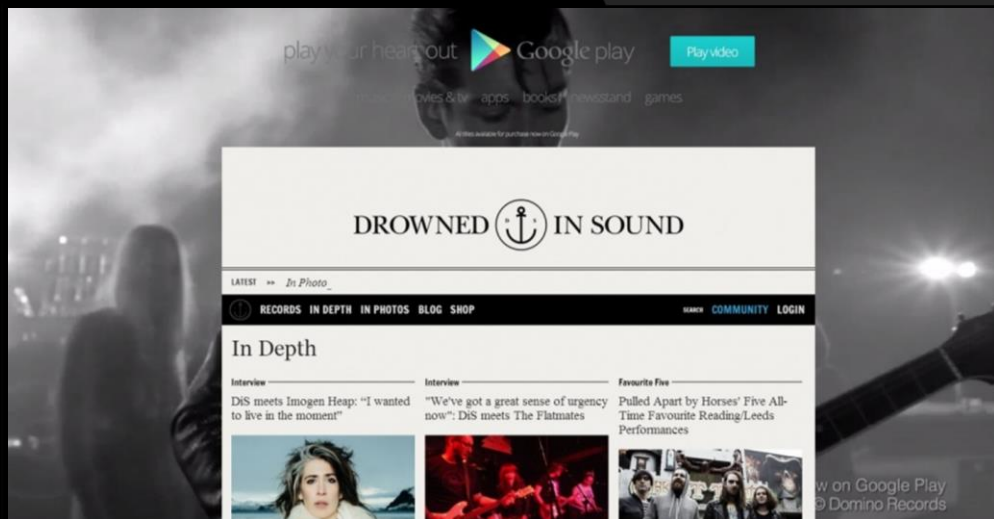
## DESKTOP VIDEO WALL

Desktop videowall delivered huge impact for the extended video message.

The campaign was delivered to a broad mainstream audience with interests across music, lifestyle, film & TV, gaming and more

## SUCCESS

- › 74% Video completion rate
- › 2.2x CTR vs. benchmark



**WOOT!**  
MEDIA